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## School Policy on Commercialism

This policy arises from our commitment to the full and rounded education of each child and the effective delivery of the Revised Primary Curriculum. This includes fostering the child's capacity to question and enquire critically about their world.

In response to the growing number of commercial schemes aimed at marketing directly or indirectly to children through the school we have adopted the following stance. We recognise our duty of care to the children in this regard and our responsibility to consider that which they are exposed to during school time. It is the practice in the school that, when offered opportunities that involve sponsorship by commercial bodies, those involved should consider the educational value for the children before making a decision whether or not to be involved. Opportunities with a high educational value for the pupils should be given serious consideration.

1. The school will not allow itself be used as a vehicle to deliver commercial presentations to the children.
2. The school will not partake in incentive schemes or competitions that require it to influence children's commercial purchases or those of their family. The school will not promote or advocate to the children any product, service or company over others irrespective of the reward offered. This allows for the parents' association or other bodies within the school to partake in such schemes but without the involvement of the children or their class time.
3. The school will make every effort to avoid the use of sponsored curriculum material carrying an overt or prominent advertising message (eg logos, product orientated activities) in its classes.

Final decisions about whether or not to be involved with a scheme that has a commercial component rests with the Board of Management who, in each case, will adopt the principle of proportionality.

It is hoped that through this policy the school will promote a fair, unbiased curriculum, provide children with the time and space to understand and question their world and ensure that school time is properly spent in their interests alone.

25<sup>th</sup> February 2004

Reviewed 13<sup>th</sup> May 2015